

2019

BUSINESS

PARTNER GUIDE



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OPPORTUNITY LEVELS

BP/Member Engagement Opportunities	Platinum Level \$2,950	Gold Level \$1,500	Silver Level \$800	Base Level \$350	A la Carte Prices
Base Membership (Required)	X	X	X	X	\$350
Attorney Appreciation Event Sponsor					\$1,500
Educational Meeting Sponsor	X (1)				\$450/ea
Educational Meeting Non-Sponsor Attendance	X (6)				\$40/pp
Happy Hour Attendance with Members	X (2)				\$40/pp
Holiday Party Non-Sponsor Attendance	X (2)	X(2)			\$60/pp
Holiday Party Sponsor					\$750
Membership List with Updates	X	X			\$500
Newsletter Advertisement	X (1)	X (1)			\$250/ea
Private Listserv Spotlight Advertisement	X (2)				\$350/ea
Special BP Event – Legal Expo/Other	X	X	X		\$750
Special BP Event Attendance	X (4)	X(2)			\$50/pp
Special BP Event Program Advertisement	X				\$250
Trisha McNamara Scholarship Sponsor					\$500
Total Level Value	\$3,890	\$2,070	\$1,100	\$350	
(Approximately 25% Package Savings)					

DESCRIPTION OF BENEFITS AND EVENTS

Base Membership (Required) (3 Max/Industry)

- Attendance by one (1) representative at the Business Partner Appreciation Event
- Listing in Business Partner website directory with company name, address, contact name, telephone, email address, website link and logo
- Limited to only three (3) Business Partners per industry
- Receive Chapter Newsletter electronically - 6 Issues

The Business Partner Appreciation Event is the Business Partners' opportunity to meet with the Board of Directors and express their experience as a Chapter Business Partner, and make suggestions to improve the program.

Attorney Appreciation Event Sponsor

- One (1) opportunity
- Attendance by two (2) representatives
- Recognition and logo on attorney invitation
- Introduction by Chapter President with two-minute elevator pitch
- Introduce the Speaker
- Flyer/advertising at each place setting
- Handouts/raffle gifts (3 max)

A special event to recognize all attorneys of our member firms, and to show members' appreciation for their firms' support in their professional development. This is an exclusive opportunity to interact with the managing partners and administrators in a relaxed setting, and to promote your business.

Chapter Educational Meeting Sponsor

- One (1) Sponsor per meeting
- There are six (6) opportunities available
- Attendance by two (2) representatives at one monthly Chapter educational meeting
- Recognition and logo on invitation to members
- Introduction by Chapter President with 30-second elevator pitch
- Flyer/advertising at each place setting
- Handouts/raffle gifts (3 max)

An exclusive opportunity for one (1) Business Partner to visibly promote their company at a member meeting. Monthly slots are filled on a first come, first served basis.

DESCRIPTION OF BENEFITS AND EVENTS

Chapter Educational Meeting Non-Sponsor Attendance

- Six (6) opportunities
- Attendance by one (1) representative at one monthly Chapter educational meeting
- Max of three (3) Business Partners (including meeting sponsor)

A non-business and no sales pitch event. Business Partners are encouraged to mingle with members and establish personal relationships to foster mutual trust and respect.

Happy Hour Attendance with Members

- Two (2) opportunities
- Attendance by one (1) representative included (max two representatives)
- Platinum Business Partners allowed to attend two (2) events

A non-business and no sales pitch event. Business Partners are encouraged to mingle with members and establish personal relationships to foster mutual trust and respect.

Holiday Party Non-Sponsor Attendance

- Attendance by one (1) representative included (max two representatives).

A non-business and no sales pitch event. Business Partners are encouraged to mingle with members and establish personal relationships to foster mutual trust and respect.

Holiday Party Sponsor

- One (1) opportunity
- Attendance by two (2) representatives included
- Recognition and logo on member invitations
- Signage at event to be provided by Business Partner with Board approval
- Website announcement
- Handouts/raffle gifts (3 max)

An exclusive opportunity for one (1) Business Partner to visibly promote their company at a highly anticipated member event.

DESCRIPTION OF BENEFITS AND EVENTS

Membership List with Updates

- An opportunity to receive up-to-date contact information of all members.
- A current list of members with contact information published annually
- New member updates throughout the year
- Requires signed Confidentiality Agreement

An opportunity for your company to have up-to-date contact member information to further communications between you and members.

Newsletter Advertisement

- There are six (6) opportunities available to place an ad in the Newsletter
- Limited to only one (1) Business Partner per Industry
- Price is per issue published - February, April, June, August, October, December
- Recognition and logo included in one Newsletter
- Submit ad in jpg high resolution format
- One-half page advertisement placed within same Newsletter

An opportunity for Business Partners to visibly promote their company in the Chapter Newsletter circulated to all existing and potential members, and Business Partners.

Private Listserv “Monthly” Spotlight Advertisement

- There are twelve (12) opportunities available to advertise through the listserv
- Platinum level has first choice of month
- All other Business Partners choose on a first come, first served basis
- Business Partner to provide flyer with advertisement/special member offer
- Submit ad in jpg high resolution format

Advertisement is placed in an email blast to members by Board of Directors through private member listserv (less likely to hit spam filters).

DESCRIPTION OF BENEFITS AND EVENTS

Special Business Partner Event (Expo/Other)

- One (1) reserved space at event
- Attendance by one (1) representative included
- Platinum level attendance includes three (3) additional representatives
- Gold level attendance includes one (1) additional representative
- Attendee list is emailed post-event

Our Signature event of the year! Open to all current and potential Business Partners, with a maximum of three (3) Business Partners representing the same industry/product. It is attended not only by current members, but their significant others, potential members, and even those outside of the legal industry. It provides Business Partners exposure to many potential new business opportunities.

Special Business Partner Event (Expo/Other) Attendance

- Additional attendance by one (1) representative at a cost of \$50/pp

Opportunity to add more representatives to your booth by purchasing extra registrations.

Special Business Partner Event (Expo/Other) Program Advertisement

- Quarter page color ad
- Submit ad in jpg high resolution format

Another opportunity to reach out to all event attendees is by placing an ad in the event program.

Trisha McNamara Scholarship Meeting Sponsor

- One (1) opportunity
- Attendance by two (2) representatives
- Recognition and logo on invitation to members
- Introduction by Chapter President with 30-second elevator pitch
- Flyer/advertising at each place setting
- Handouts/raffle gifts (3 max)

A special member meeting to recognize up to three (3) college-bound graduates chosen by the Chapter's Education Committee. Foster goodwill with the members by sponsoring this highly-attended event.

DESCRIPTION OF BENEFITS AND EVENTS

Business Partner Referral Campaign

- A Business Partner can refer a new member to our chapter. For every referred member that joins our chapter, the Business Partner will get a \$25 credit on next year's fees. Note, the total credit cannot exceed the amount of yearly fees.
- A Business Partner can refer a new business partner to our chapter. For every referred business partner that purchases a level, the Business Partner will get a credit on next year's fees equal to 10% of the level purchased by the new Business Partner. Note, the total credit cannot exceed the amount of yearly fees.

IMPORTANT NOTES

- Registration required and is accepted on a first-come, first-served basis.
- Maximum of three (3) alike Business Partners allowed.
- Signed and dated Confidentiality Agreement required.
- Payment must accompany registration in order for registration to be processed.
- No payment plans available.
- Logo files must be submitted in JPG, JPEG or GIF format.
Please do not send PDF files.
- Registration deadlines:
 - Early Enrollment Discount (5%)* November 30, 2018
 - Business Partner Opportunity Levels December 31, 2018
 - Special BP Event (Expo/Other) February 15, 2019

* Base Level Excluded

REGISTRATION

Company Name: _____

Primary Contact: _____ Phone: _____

Email: _____

Address: _____

City/State/Zip: _____

Website: _____

Industry: _____
(What is the main kind of service/product your company produces?)

**Make check payable to PBCCALA, and send with
Registration pages 10-13 to:**

**Sandra Bolin, Chairperson
Business Partner Committee
Caldwell Pacetti Edwards
Schoech & Viator LLP
1555 Palm Beach Lakes Blvd., Ste. 1200
West Palm Beach, Florida 33401
(561) 655-0620
bolin@caldwellpacetti.com**



_____ Check here if you wish to
pay through PayPal. We will
send you an invoice by email.

REGISTRATION

SELECT BUSINESS PARTNER LEVEL:

CHECK ONE		OPPORTUNITY LEVELS INCLUDE THE FOLLOWING:	DISCOUNT	TOTAL
	Platinum \$2,950	Base Membership (3-max/industry) Chapter Educational Meeting Sponsor (1)	-\$147.50	
		Chapter Educational Meeting Representative Attendance (6) Happy Hour Attendance with Members (2) Holiday Party Attendance with Members (2) Membership List with Quarterly Updates Newsletter Half-Page Advertisement (1) Private ListServ Spotlight Advertisement (2) Special BP Legal Expo/Other Attendance (4) Special BP Legal Expo/Other Program Advertisement (Qtr. Pg) Special BP Legal Expo/Other Invitation Advertisement		
	Gold \$1,500	Base Membership (3-max/industry) Holiday Party Attendance (2)	-\$75.00	
		Membership List with Quarterly Updates Newsletter Half-Page Advertisement (1) Special BP Legal Expo/Other Attendance (2)		
	Silver \$800	Base Membership (3-max/industry) Special BP Legal Expo/Other Attendance (1)	-\$40.00	
	Base \$350	Base Membership (3-max/industry)	N/A	

* Registrations after April 1st only eligible for optional registrations.

** Register prior to November 30th to receive 5% discount (excludes Base Membership).



REGISTRATION

OPTIONAL REGISTRATIONS:

Check All That Apply	Annual Event*	Amount	Enclosed
	Attorney Appreciation Luncheon Sponsor*	\$1,500.00	
	Chapter Educational Meeting Sponsor - Month(s) _____	\$ 450.00	
	Chapter Educational Meeting Representative Attendance (pp)	\$ 40.00	
	Happy Hour Attendance with Members (pp)	\$ 40.00	
	Holiday Party Sponsor*	\$ 750.00	
	Holiday Party Representative Attendance (pp)	\$ 60.00	
	Membership List w/Updates	\$ 500.00	
	Private Listserv Spotlight Advertisement (ea)	\$ 350.00	
	Special BP Event (Expo/Other)*	\$ 750.00	
	Special BP Event (Expo/Other) Representative Attendance (pp)	\$ 50.00	
	Special BP Event (Expo/Other) Program Advertisement	\$ 250.00	
	Trisha McNamara Scholarship Sponsor*	\$ 500.00	
	Newsletter Advertisement - Months(s) _____	\$ 250.00	
	Optional Registrations Subtotal		\$
Total Business Partner Level and Optional Registrations			\$

*** First come, first served**

ONE YEAR LIST USAGE AND CONFIDENTIALITY AGREEMENT

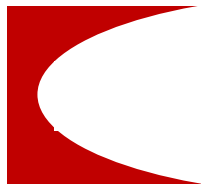
This Agreement is made today by and between Palm Beach County Chapter Association of Legal Administrators (“PBCCALA”), and Chapter Business Partner (“Business Partner”) and is effective through the end of the term of ONE CALENDAR YEAR in connection with the rental of member names, company affiliation, position held, contact information, affiliated firm information. (“The List”). Business Partner promises and irrevocably and unconditionally agrees as follows:

1. Business Partner is granted use of The List for any mailings or marketing of any kind or in conjunction with any promotion for the duration of the term listed.
2. Business Partner will not disclose, transfer, duplicate, reproduce or share any part of The List with any third party, agent, employee, or contractor or their respective agents and employees.
3. The List is at all times the sole property of PBCCALA, and Business Partner is not authorized to, and will not, disclose or use The List in any form or manner whatsoever in any mailing or telemarketing or in conjunction with any promotion in which The List is to be used upon the termination of the term of this agreement.
4. This agreement shall apply in all cases whether The List is used for mailing or telemarketing purposes, and whether it is provided on labels, tape, disk, cartridge, CD, or electronically transferred.
5. PBCCALA reserves the right to monitor the use of The List to prevent improper and unauthorized use.
6. Business Partner acknowledges The List is proprietary and confidential and the property of PBCCALA and any violation of this agreement will entitle PBCCALA to terminate the entire term of sponsorship benefits of the Business Partner.
7. PBCCALA provides the list to the Business Partner “as is” with any and all defects, errors or deficiencies.
8. PBCCALA HEREBY DISCLAIMS ALL WARRANTIES IN THE LISTS, EXPRESS OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.
9. Any violation of any terms of this agreement by Business Partner will cause List Owner irreparable harm and damages and that, in the event of any breach by Business Partner, PBCCALA may immediately terminate Business Partner’s entire benefit package.

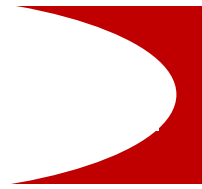
Company: _____

Signature: _____ Date: _____

Print Name: _____ Email: _____



NOTES





Palm Beach County Chapter